

Message Text

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PAGE 01 STATE 189893

61

ORIGIN COME-00

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APPROVED BY: EB/OCA/REP:GPWILSON

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EB/CBA/OCA/BR:IAWILLIAMSON (INFO)

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R 291552Z AUG 74

FM SECSTATE WASHDC

TO AMCONSUL SYDNEY

INFO AMEMBASSY CANBERRA

UNCLAS STATE 189893

E.O. 11652: N/A

TAGS: BEXP, BFOL, AS

SUBJECT: BOOK EXHIBITION, MARCH 1975

REF: (A) SYDNEY 1829; (B) USDOC 10790; (C) KLINGELHUT/
GOODSELL LETTER OF JULY 18, 1974

FOR TRADE CENTER AND FOR MARSHALL/SYDNEY

1. REFERENCES (B) AND (C) ANSWERED QUESTION OF REFERENCE
(A). BASICALLY U.S. PUBLISHERS DO NOT SEEM INCLINED TO
MODIFY TRADITIONAL MARKETING AGREEMENT WITH U.K.
PUBLISHERS AT THIS TIME, BUT THIS WILL NOT AFFECT BOOKS
PRESENTLY BEING EXPORTED TO AUSTRALIA WHICH ARE EXPORTED
OUTSIDE THIS AGREEMENT. THE MARCH 1975 EXHIBITION IS AIMED
AT INCREASING SALES OF PRESENT U.S. BOOK EXPORTS.
2. COMMERCE BELIEVES THAT IT SHOULD REPORT AUSTRALIAN SENTIMENT
TO U.S. BOOK PUBLISHERS BUT NOT TRY TO PRESSURE THEM TO
CHANGE THEIR MARKETING PRACTICES AT THIS TIME.
3. GOODSELL WILL BE IN COMMERCE SEPTEMBER 8 FOR DISCUSSIONS
FY 1975 CCP AND TRADE CENTER SCHEDULE. SHOULD CAMPAIGN
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MANAGER HAVE ADDITIONAL QUESTIONS PERTAINING TO EXHIBITION,

PLEASE CABLE BEFORE SEPTEMBER 6. KISSINGER

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